

ABSTRACT OF THE DISCLOSURE

A system and method for notifying customer service personnel of customer feedback messages. When a feedback message is received from a customer, an electronic notification message or "alert" message is transmitted to customer service personnel indicating receipt of the message. The system may record spoken feedback messages from customers which are stored in audio files. Customer service personnel may then call into the system to listen to the audio file. Alternatively, the audio file is attached to the alert message. An additional embodiment enables records related to received customer feedback messages to be displayed and tracked using a web site.